

CALENDAR OF EVENTS

HAWAII

November 3 - 7

Big Island Festival

The Kohala Coast will open its doors and welcome 2,000 enthusiastic food and wine connoisseurs to Hawaii's Big Island Festival. More than 40 events will highlight the Big Island's rich culinary and cultural treasures.
866-424-FEST (3378)

OAHU

November 20

5th Annual Honolulu Harbor Festival

Celebrating Hawaii's rich maritime history with a fun-filled day of harbor-themed interactive booths, food stations and live entertainment.
808-523-6151

MAUI

November 22

EA Sports Maui Invitational

Joining host Chaminade at this year's season kick-off are BYU, Iowa, Louisville, North Carolina, Stanford, Tennessee and Texas. The 2004 EA SPORTS Maui Invitational takes place at Lahaina Civic Center.
808-667-DUNK (3865)

NOTE: Please contact event organizers as events are subject to change. These events are supported by HTA through its Product Enrichment, Major Festivals and Sporting Events Programs. HTA supports activities that enhance the visitor experience, retain our residents' quality of life, generate awareness of the Hawaii brand through national and international media exposure, and attract visitors to Hawaii as participants and spectators.

HAWAII TOURISM AUTHORITY

1801 Kalakaua Avenue

Honolulu, Hawaii 96815

Phone 808-973-2255

Fax 808-973-2253

www.hawaii.gov/tourism

Hawaii Tourism Plan is Approved

The HTA Board, with assistance and input from stakeholders throughout the State, recently completed and approved the *Hawaii Tourism Strategic Plan: 2005-2015*, a 10-year plan which envisions a bright and sustainable future for the State. In 2015, tourism in Hawaii will:

- Honor Hawaii's people and heritage;
- Value and perpetuate Hawaii's natural and cultural resources;
- Engender mutual respect among all stakeholders;
- Support a vital and sustainable economy; and
- Provide a unique, memorable and enriching visitor experience.

At its core, the plan acknowledges that sustained success requires investment in and care of the things that residents value and visitors come to see, such as our host Hawaiian and multi-ethnic cultures and natural resources. These are some of the key attributes that make Hawaii not only a great place to visit, but more importantly, to live and work.

In order for tourism to be sustained over the long-term, the plan identifies issues and opportunities within the following nine areas that need to be addressed: Access;

Communications & Outreach; Hawaiian Culture; Marketing; Natural Resources; Research & Planning; Safety & Security; Tourism Product Development; and Workforce Development.

The plan is key to make Hawaii not only a great place to visit, but more importantly, to live and work.

The key to this plan is recognizing that successful implementation is not possible without the collaboration and coordination of the various stakeholders – government, community and industry – working together towards the same vision. New emphasis has been placed on measuring the success of the plan by monitoring the economic impacts of Hawaii tourism, resident sentiments and visitor satisfaction rather than visitor counts.

Because this plan is for the State and not just for one agency, the next steps for the HTA, along with others, like the Department of Land and Natural Resources and Department of Transportation will be to develop their own respective action plans consistent with this larger state plan, that specifies future activities and the resources allocated to the different initiatives. Presently, the state plan is on HTA's website at www.hawaii.gov/tourism, with HTA's CY 2005 Action Plan to be completed by year-end.

HTA and NFL Sign Five-Year Agreement

The NFL Pro Bowl will be held in Hawaii for another five years thanks to a new contract signed by HTA and NFL. The new contract runs from 2005 - 2009 and guarantees that the NFL Pro Bowl will call Hawaii its home through its 30th anniversary.

Key items in the new contract also include:

- Youth training clinics throughout the State which allow boys and girls, ages 11-18, to train in small groups with some of the NFL's best;

- Junior football clinics;
- \$1 million contribution by the NFL for the creation of an NFL youth education center, to be matched by \$2 million from the State.
- The continued charitable commitment by the NFL to Hawaii



- at, or above, current levels including the popular NFL Pro Bowl Youth Clinics; and
- Visits by NFL players to selected middle and high schools across the State, to share athletic tips and also motivate students to strive for bigger goals in life.

The Pro Bowl brings extensive media exposure for the State and attracts more than 20,000 visitors to Hawaii. These visitors contribute more than \$30 million in spending and taxes to Hawaii's economy.

HTA Supports VASH and Visitor Safety

One of the programs supported by the HTA that receives little public attention, but one which makes a significant impact in this regard, is the Visitor Assistance Program. While it is impossible to prevent all accident and crimes from occurring, unfortunately tourism safety has recently received extensive media coverage due to a few incidents that have recently taken place in the State.

As part of this initiative, HTA provides \$300,000 to support Visitor Assistance Programs throughout the State. The programs are more commonly known as the Visitor Aloha Society of Hawaii (VASH), for the islands of Oahu, Maui and the Big Island, and VASK on Kauai. They provide aid to visitors who are victims of crime or other adversity while here in the islands. The programs also receive support from local police departments, many businesses includ-

ing hotels and volunteers. They provide a wide variety of services ranging from financial aid and transportation services, to general assistance with challenges such as ticket changes and funeral arrangements or even simple notes of concern and offers of assistance.

In September, HTA received a prestigious award from the Oahu Chapter of VASH. At its first ever awards luncheon, VASH's highest honor, the perpetual General Fred Weyand Award, was given to HTA for its contributions and support of the program. General Weyand was extensively involved with the Rotary Club of Honolulu and, while serving as its President, saw a need to help visitors to Hawaii who were victims of crime. Thus, VASH came into being. "For as Rotary was instrumental in the creation of VASH, without the support of the HTA, much of what VASH accomplishes today would be impossible," said Rick

Egged, President of the Waikiki Improvement Association, who presented the award to Muriel Anderson, Director of Tourism Programs for HTA.

The HTA also received an Award of Merit from the City and County of Honolulu for its support of VASH Oahu.

OUT & ABOUT

In an effort to keep Hawaii top-of-mind throughout the world, following is a calendar of major tradeshows/events featuring Hawaii.

November 10-11, 15-16

Continental Airlines Vacations Fall Product Launch

Houston; Cleveland, OH; Seacaucus, NJ

November 17-21

Carlson Wagonlit Travel Golden Circle
Kauai

November 25-28

China International Travel Mart
China

HTA Supports 13 Sporting Events

The HTA has awarded funding to 13 sports events selected under its recent request for proposals (RFP) for sporting events that occur between October 15, 2004 to December 31, 2005. The purpose of the RFP was to solicit for sporting events that would attract participants and spectators and increase Hawaii's appeal as a destination for recreation and activity, leading to positive economic impacts for the state and its residents and assisting in overall economic diversification. The events are:

- 2005 Ironman Triathlon World Championship
- 2004 & 2005 Xterra World Championship
- 2005 EA Sports Maui Invitational
- 2005 JAL World Triathlon Championships
- 2005 Maui Jim Hawaii Marlin Tournament
- 2005 Maui Marathon
- 2005 Hula Bowl Maui All Star Football Classic
- 2005 Xcel Pro Surf Contest
- 2004 & 2005 Sheraton Hawaii Bowl
- 2005 Association of Volleyball Professionals Best of the Beach
- Professional Windsurfing Association (PWA) Hawaii Pro 2005
- 2005 Waikiki Offshores Series (sailing event)
- 2005 YMCA Kauai Challenge (paddling event)

Marketing Highlights

Hawaii Tourism Japan (HTJ)

Large Hawaii Presence at JATA

JATA/World Travel Fair 2004 was held at the Tokyo Big Sight in Odaiba from September 24 - 26, attracting a total of 101,641 attendees from the travel trade and general public. A total of 29 marketing partners and four Island Chapter Visitors Bureaus participated in this major event of the year. HTJ set up an HTJ/Hawaii Pavilion under the concept of "6 islands, 6 surprises," and also provided music and entertainment from Hawaii.



Cheryl Carolus, CEO of South African Tourism; Peter Blumenstengel, Chairman of the Association of National Tourist Office Representatives in Japan (ANTOR); Her Royal Highness Princess Norodom Rattana Devi, Secretary of State, Ministry of Tourism Kingdom of Cambodia; Koji Shinmachi, Chairman, JATA Tourism Congress and World Travel Fair Organizing Committee; and Rex Johnson, President and CEO of HTA

Hawaiian Sumotori Retires

HTJ helped to add Hawaiian elements such as hula and Hawaiian music to the retirement ceremony and reception for former *yokozuna* Musashimaru. Kumu hula Sonny Ching conducted a chant and four of his dancers performed in honor of the occasion. Musashimaru's popularity stimulated extensive television and print coverage of the ceremony.

Hawaii Convention Center (HCC)

HCC Launches New Website

The Hawaii Convention Center (HCC) recently unveiled its redesigned website. The Center streamlined their collateral and provided the website with a fresh new look. The enhanced features showcase HCC's latest marketing initiative, The Hawaii Advantage, reinforcing the Center as the world's most desirable convention and meetings destination. The website features 360° tours of various meeting rooms throughout the facility and informative client testimonials. Visitors can also subscribe to the center's new e-newsletter for updates delivered directly by e-mail. Another exciting element soon to be added to the website is an electronic RFP submittal form, which will allow industry partners to bid on proposal requests electronically.



Pictured here, HCC's site can be viewed at www.hawaiiconvention.com.

Marketing Highlights

Hawaii Tourism Oceania (HTO)

Australian Travel Show Spotlights Kauai

Australia's number one travel show, "The Great Outdoors," recently aired its third Hawaii story for the year on October 11. The segment featured soft adventure activities on Kauai and has already generated inquiries through the HTO office.

HTO Welcomes Participation in Trade Shows

There is an opportunity to join HTO the following trade show events, by either participating or having your brochure material distributed. Please email Gemma O'Brien at gobrien@hawaiiitourism.com.au.

See America Seminars

Sydney, Melbourne and Brisbane

February 27 – March 3, 2005

The seminars are expected to attract 1,000 travel agents and wholesalers.

Aloha Down Under Trade show

Australia and New Zealand

May 30 – June 2, 2005

A dedicated Hawaiian event attended by suppliers.

Hawaii Tourism Europe (HTE)

"50 First Dates" DVD Release Promotion

As part of the October 12th "50 First Dates" DVD release in Germany, HTE cooperated with the Oahu Visitors Bureau (OVB), United Airlines, McFlight, Hilton Hawaiian Village, Sea Life Park and Columbia Tristar Home Entertainment to conduct several promotions, including an online sweepstakes on OVB's translated "50 First Dates" mini-site. In addition, promotions will be done with the DVD retail chain *World of Video*, the young fashion store *Orsay* and Entertainment Media Verlag, a publishing company that prints various movies and TV-related magazines.

Hawaii Visitors & Convention Bureau (HVCB)

Hawaii Showcased at World's Largest Incentive Convention

At the recent trade show - The Motivation Show, September 28-30, Hawaii led a major contingent of 58 travel organizations from the Islands in a dynamic exhibition showcasing the culture, accommodations, activities, services and products available to meeting planners and incentive groups. More than 20,000 attendees took part in the show and enjoyed Hawaiian entertainment, island-style refreshments, fresh flower lei, and prize giveaways.



enjoyed Hawaiian entertainment, island-style refreshments, fresh flower lei, and prize giveaways.

Kehaulani McGregor
and Adele Tasaka of
HVCB with a client

Hawaii Receives Unprecedented Coverage From SATW Members

Hawaii was well represented at the 2004 Society of American Travel Writer (SATW)'s Annual Conference in St. Moritz, Switzerland, September 5-10. SATW members from Hawaii, representing HVCB, KVB, MVB, Outrigger/Ohana Hotels, Hawaiian Airlines, Prince Resorts, Hyatt Maui and Aloha Festivals had many opportunities to network and share news and updates during media marketplace. During the annual meeting, it was announced that Hawaii editorial coverage resulting from the 2002 SATW convention in Hawaii was the most produced for any host destination to date. A total of 116 stories were published with a circulation of 24.2 million and an estimated advertising equivalent of \$1.5 million.

Health & Wellness Travel Research

The HTA has selected SMS to assist in research for the Health & Wellness travel market. The study follows the development of a health and wellness business plan. The main purpose of the research is to determine the market size for the health and wellness related travel and estimate the market potential in the HTA's core major market areas—US West, US East and Japan. The project is expected to be completed in early 2005.